

4.0 COMMERCIAL BUILDING DEVELOPMENT DESIGN GUIDELINES

4.1 MATERIALS AND ACCEPTED RATIOS

4.1.1 Materials.

Exterior facades of new buildings should be constructed of materials which will withstand the abuses of weathering and possible defacing due to vandalism. These materials should be easily maintained and attractive from any distance.

Acceptable materials for any new construction with street facing façades are rock face concrete masonry units, stone, sand molded modular sized brick, pre-cast concrete (as a trim material), stucco, and glass.

4.1.2 Ratios.

Exterior materials shall be limited in quantity by means of the following ratios:

- Rock Face Concrete Masonry Units
5% of the total area of the elevation in question
- Stucco/EIFS
15% of the total area of the elevation in question

Any combination of the following should total 75% of the elevation with the exception of the elevation facing Main Street which should be at least 30% glass:

- Stone (including limestone, marble, granite, etc.)
- Sand molded modular sized brick
- Architectural Pre-cast Concrete

4.1.3 Glazing.

The objective of supplying storefront glazing at the street level is not only to reflect a historical character but also to encourage window shopping. Street level glazing shall be limited to clear or glazing only. Spandrel glazing, mirrored finish glazing or glazing with greater than 10% tint is not acceptable at the street level.

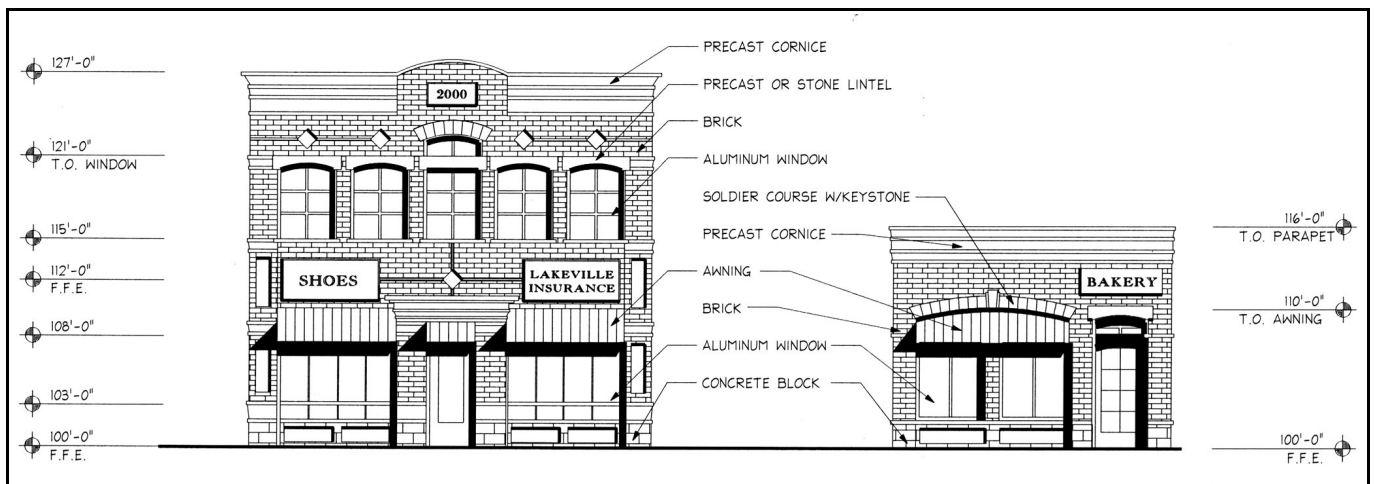
Second level glazing may be clear, tinted, frosted or spandrel glazing. However, spandrel glazing and back-lit frosted glazing shall be limited to 10% of the total area of glazing for the specific elevation. Back-lit frosted glazing is preferred over spandrel glazing.

4.2 BUILDING DESIGN

4.2.1 Objective.

The objective of creating design guidelines for individual buildings is to develop a unified character for all elements within the Fairfield District. The buildings and landscaping must convey the history of the dis-

Figure 4.2.2
Typical One and Two Story Buildings



trict while creating a sense of a true downtown. The intent of these guidelines is to allow for and encourage a variety of designs to create a unique overall character symbolic of a downtown that has been developed over a period of time.

4.2.2 Historical Context.

New buildings should be designed with historical ties to the existing significant buildings within the district and the design guidelines described in this study. Introduced character will create the architectural link to the historical past. The scale, massing, color, materials, texture and details of the new building should reflect the requirements set forth in Figure 4.2.2 (page 26).

4.2.3 Building Function.

New development should be organized with their axis perpendicular to Holyoke Avenue. Pedestrian Alleys shall link parking from behind stores to Main Street.

4.2.4 Appearance.

Each building should express their own individuality through size, shape of windows, details, cornice design, etc. This will enhance the sense of Downtown. New buildings should be designed to relate to the scale of pedestrians using a number of techniques: awnings to bring the scale down, heavier, more durable materials located at the base of the building; and lighter, more decorative materials located at the pinnacle of the building.

4.2.5 Height Restrictions

Corner buildings shall be a minimum of two stories in height and a maximum of four stories in height. The total height of the corner building shall not exceed 50'-0" above finished grade to the top of the parapet. Infill buildings between the corner buildings shall be one to two stories in height and shall not exceed 30'-0" in height to the top of the parapet. All commercial buildings located adjacent to Holy-

oke Avenue within the Historic District shall have a flat roof. Sloped roofs at tower elements are permitted. Tower elements are allowed to exceed the maximum height by 20% for one, two and three story buildings. Sloped roofs should be allowed on residential and religious buildings within the district.

4.2.6 Building Entrances.

The entrance to the building should be a significantly important part of the buildings overall design. The entrance should be easily identified from a distance and designed to be the highlight or pinnacle of the building. Many historically significant main street buildings were symmetrically designed with the entrance at the center of the building and the adjacent sides complementing, not competing, with the central entrance.

A canopy can add a distinguishing element and provide shelter for the occupants whether they are arriving or leaving the establishment. Double doors and additional lighting provide an inviting element to the entrance and allow vision into the space to demonstrate the hospitality found within.

4.2.7 Building Articulation.

During the construction boom of the early twentieth century, buildings were constructed quickly with durable materials. Owners of properties on the Main Street wanted their buildings to stand out from their adjacent neighbors with decorative brickwork, carved stone and colorful awnings. These buildings were constructed from the center of town to the outskirts. Since the property located at the center of town was much more desirable, the density in this area was greater than the buildings located on the fringes of the downtown. A number of elements are characteristic of a high density downtown.

Zero lot lines should be incorporated into

the planning of any future buildings located at the center of downtown. These setbacks will create a higher density at the center of town as is described on Figure 3.2, Lot Coverage Ratios. These zero lot line setbacks will also help the buildings to address the street by creating a pedestrian friendly space.

Each building should show its own individuality by means of shape, color, texture, etc. The buildings should appear as though they have been constructed at different times, by different contractors and have different owners. In addition, any building which spans an entire block and is constructed at one time, must be visually differentiated at strategic locations within the street facing facade. This will help to reduce the mass of the building and provide an interesting elevation at the street.

The buildings located on Main Street should have varying parapet heights. This will demonstrate that the buildings are different from each other and add interest to the streetscape. It will also allow for a possible entrance element.

The material selection should differentiate the buildings from each other. Varying the material palette from one building to the next will add to the authenticity of the downtown. Different materials, colors and textures all add to the visual interest.

The building should be broken into a number of bays. This will allow for the columns within the building to engage the streetscape and add a rhythm to the facade. The bays will also be a place to incorporate awnings, storefront window design and exterior building lighting.

Awnings have played a large part in introducing color to the downtown. Awnings should incorporate bright and interesting colors which enhance the color palette of the building facade materials. This element

will create a colorful and lively downtown.

As described elsewhere in this report, first floor windows should be aluminum storefront with transom windows where possible. This element will encourage window shopping and thus anchoring the individual shops to the streetscape.

However, second floor windows will serve a different function. This second floor space is reserved for more private functions; offices or apartments. The windows should respect these functions and the shapes should correspond. Tall, slen-

*Figure 4.2.7
Brickwork should incorporate extensive corbelling details, arches over windows and doors, and recessed sign bands.*



der, punched openings are appropriate for this area. Arched tops, columns framing the windows and decorative lintels are encouraged, lending to the scheme of a rugged and durable base metamorphosing the facade wall to a decorative parapet cornice.

The building should be rugged and durable at the base. Materials such as stone, rock face concrete block or pre-cast concrete should be incorporated. As it rises to the parapet, the structure should become more intricately detailed. Brickwork should incorporate extensive corbelling

details, arches over windows and doors, and recessed sign bands (see Figure 4.2.7). The top of the building should be terminated with a decorative cornice constructed of precast concrete, EIFS, stone, or decorative brickwork.

4.3 STORE FRONT DESIGN

4.3.1 Storefront Windows.

Storefront windows should be required for new buildings within the Fairfield District. Display windows, or windows allowing views into retail, office or lobby space, shall be 30% of the exterior wall area at the street level, or the first 15 feet above sidewalk grade. In no such case shall blank walls be longer than 20 feet, except where unavoidable due to specific building code requirements. All exterior sides of a bay window may be used in calculating the window percentages of this requirement.

4.3.2 Window Illumination.

Display windows should be illuminated until 11:00 PM. All lights should be properly baffled by architectural elements or be low brightness fixtures. Illumination levels should decrease to 10% of the total window illumination at a distance of three feet out from the window, measured at eye level height (5'-6").

4.3.3 Display Window Encroachments.

Display windows may be allowed to encroach up to two feet into the public right of way along the Main Street provided that a minimum of 8'-0" feet from window roadway curb is maintained. Display windows that encroach into the public right of way should not be continuous along the building façade. Windows should be limited to a length of 20 feet or less when fronting along a street and should provide a distance of 2 feet between windows.

4.4 PROJECTING BUILDING SIGNS

4.4.1 Location.

Projecting building signs should be located between 8 and 12 feet above sidewalk grade and should be limited to businesses which have storefronts or offices facing the street on which the sign is displayed.

4.4.2 Size.

For individual tenants or businesses the total surface square footage of projecting signs should not exceed 12 feet. Only one face of a flat or double-faced sign should be included in the computation of sign area.

Signs that identify a building or complex may exceed the size limitations contained in this section if it is determined by the City Planning Department that the visual impact of the signs are compatible with the signage of other buildings within the Fairfield District.

4.4.3 Projection.

Projecting signs may project from the building façade no more than 3'-0" into the public right-of-way.

4.4.4 Inscription.

The inscription of signs shall not contain any graphic symbols, numerals or lettering other than those necessary to display the business name, kind or nature of business, business logo or year of establishment.

4.4.5 Materials.

Projecting signs shall be constructed of ornamental metal, carved wood or cloth. Back-lit plastic sheet signs should not be permitted. The design of the supporting wires shall be incorporated into the overall sign design. Structure of any projecting signs shall be ornamentally designed. See Figure 4.4.5.

Figure 4.4.5
Signs can project into the right-of-way.



4.4.6 Illumination.

Projecting signs that are externally illuminated shall not emit more than 10% of the maximum candlepower to any point seen from the street or sidewalk at an angle less than 60 degrees from horizontal.

4.5 AWNINGS AND CANOPIES

Awnings and canopies shall be installed at all new and renovated buildings.

4.5.1 Projection.

Awnings and canopies shall not project more than 5 feet into the public right-of-way, except where located above an operable building or shop entrance, in which case the maximum projection shall not exceed 8 feet. In no event should the awning or canopy be supported by poles or other structural elements located in the public right-of-way. See Figure 4.5.1

4.5.2 Length.

Awnings and canopies should emphasize the rhythm of the façade bays, windows and entrances, and shall not continue uninterrupted along the building façade. Awnings and canopies shall not exceed 20 feet in length along the direction of the street, and shall be separated by a distance of at least 1'-4".

4.5.3 Height.

The bottom of awnings and canopies should be at least 8 feet above sidewalk grade, except in the case of a movable valance which may be 7 feet above sidewalk grade.

4.5.4 Illumination.

Back-lit awnings and canopies are not permitted.

4.5.5 Inscription.

Lettering on awnings and canopies should not exceed 16 inches in height, except that capital letters and the upward or downward extensions of lower case letters shall

not exceed 36 inches in height. The inscription shall not contain any graphic symbols, numerals or lettering other than those necessary to display the business name, kind of business, business logo, year of establishment, or name of building.

4.5.6 Materials

Awning and canopy materials should be limited to cotton, acrylic or vinyl coated cotton, copper or bronze coated metal, or clear glass. Fabric covered awnings shall employ a striped pattern with historic references. Other materials may be used if approved by the City Planning Department.

Figure 4.5.1

The entrance to Cooks of Crocus Hill at 50th & France has a metal canopy.



ment. Structural supports shall be constructed of steel and shall incorporate ornamental features.

4.6 BUILDING PERMANENT BANNERS

Colorful banners should be encouraged as a means of providing a retail character to the district.

4.6.1 Projection.

Banners should not project out from the building face more than 5 feet into the public right-of-way.

4.6.2 Size.

The total square footage of banners shall not exceed 25 feet.

4.6.3 Height.

The bottom of banners shall be at least 12 feet above sidewalk grade.

4.6.4 Spacing.

Banners should be spaced no closer than 20 feet apart.

4.6.5 Inscription.

The inscription of banners should not contain graphic symbols, numerals or lettering other than those necessary to display the business name, kind or nature of business, business logo or year of establishment. In addition, other permitted uses may include Fairfield District promotion or display, holiday or festival display, and flags.

4.7 SIDEWALK CAFES/RETAIL SALES**4.7.1 Location.**

Sidewalk cafes and retail sales are encouraged and should be located in the sidewalk area fronting the shop or café owner or operator's business.

Sidewalk cafes should be located either adjacent to the building or adjacent to the roadway depending upon the width of the sidewalk, pedestrian circulation patterns along the sidewalk, and the nature of the adjacent building facades including location of building and shop entrances and presence of display windows.

In either case, where the width of the sidewalk is 20 feet or less an 8 foot wide, clear and unencumbered path along the sidewalk shall be provided. It is the responsibility of the café owner or operator to keep their sidewalk clear at all times.

Sidewalk cafes adjacent to the roadway

should maintain a two foot setback from the back of the roadway curb.

Sidewalk cafes adjacent to the building should not obstruct any doorways necessary for safe and easy ingress and egress with adjoining buildings.

4.7.2 Furnishings.

Tables, chairs and other furnishings should be durable and sufficiently stable to prevent removal by winds. The appearance of furnishings shall also be high-quality and consistent with the image of the Fairfield District. Plastic furnishings will not be acceptable.

4.7.3 Removal.

Tables, chairs and other furnishings shall be promptly removed at the end of the day at the hour stipulated in the permit.

4.7.4 Cleaning.

All tables and chairs should be maintained in a clean condition at all times. Areas devoted to sidewalk cafes and retail sales shall be cleaned on a daily basis and shall be the responsibility of the café owner or operator. Cleaning shall include litter pick-up, trash removal and washing of the sidewalk to prevent stains. Sidewalk cafes not cleaned and maintained to the Fairfield District standards will be cleaned by the city maintenance crew with the costs assessed back to the café owner or operator.

At least one durable garbage receptacle within the sidewalk café zone shall be provided for sidewalk cafes without table service.